



Paul Revere

The Value of the SCCC Certification and Credential



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Agenda

I. HISTORY

II. CHALLENGE

III. SOLUTION



History of Evolving Profession



Bob Devaney Nebraska Athletic Director was the first NSCA Keynote Speaker



1978

First National Strength Coaches Association (NSCA) Convention

History of Evolving Profession



1981

National Strength and Conditioning Association



History of Evolving Profession



1985

Certified Strength and Conditioning Specialist certification

History of Evolving Profession

The logo features the letters 'CSCCa' in a bold, blue, sans-serif font. Each of the three 'C's has three horizontal white stripes running through its center. The final 'a' is lowercase and also in blue.

Collegiate Strength & Conditioning Coaches assoc.

≡ **MAXIMIZING ATHLETIC PERFORMANCE** ≡



History of Evolving Profession



2001

**First Collegiate Strength and Conditioning Coaches association (CSCCa)
Convention**

History of Evolving Profession



History of Evolving Profession

NCAA Legislation Bylaw 11.1.5

Division: I

Legislative Cite: 11.15

Title: Strength and Conditioning Coach Certification.

Text:

11.1.5 Strength and Conditioning Coach Certification. A strength and conditioning coach shall be certified and maintain current certification through a nationally accredited strength and conditioning certification program. *(Adopted: 4/24/14 effective 8/1/15)*



The Challenge

The unregulated world of strength coaches and college football's killing season

- CBS sports, March 2017

Marcus Lattimore questions quality of some college strength coaches

- CBS sports, May 2016

Rise in College Athlete Deaths Lead To New NCAA Guidelines

- College Sports Business News, June 2012

Student athlete's deaths prompt new workout guidelines

- CBS News, June 2012

Overly Aggressive Workouts Put Athletes at Risk of Rhabdomyolysis

- Athletic Business, March 2011



The Challenge



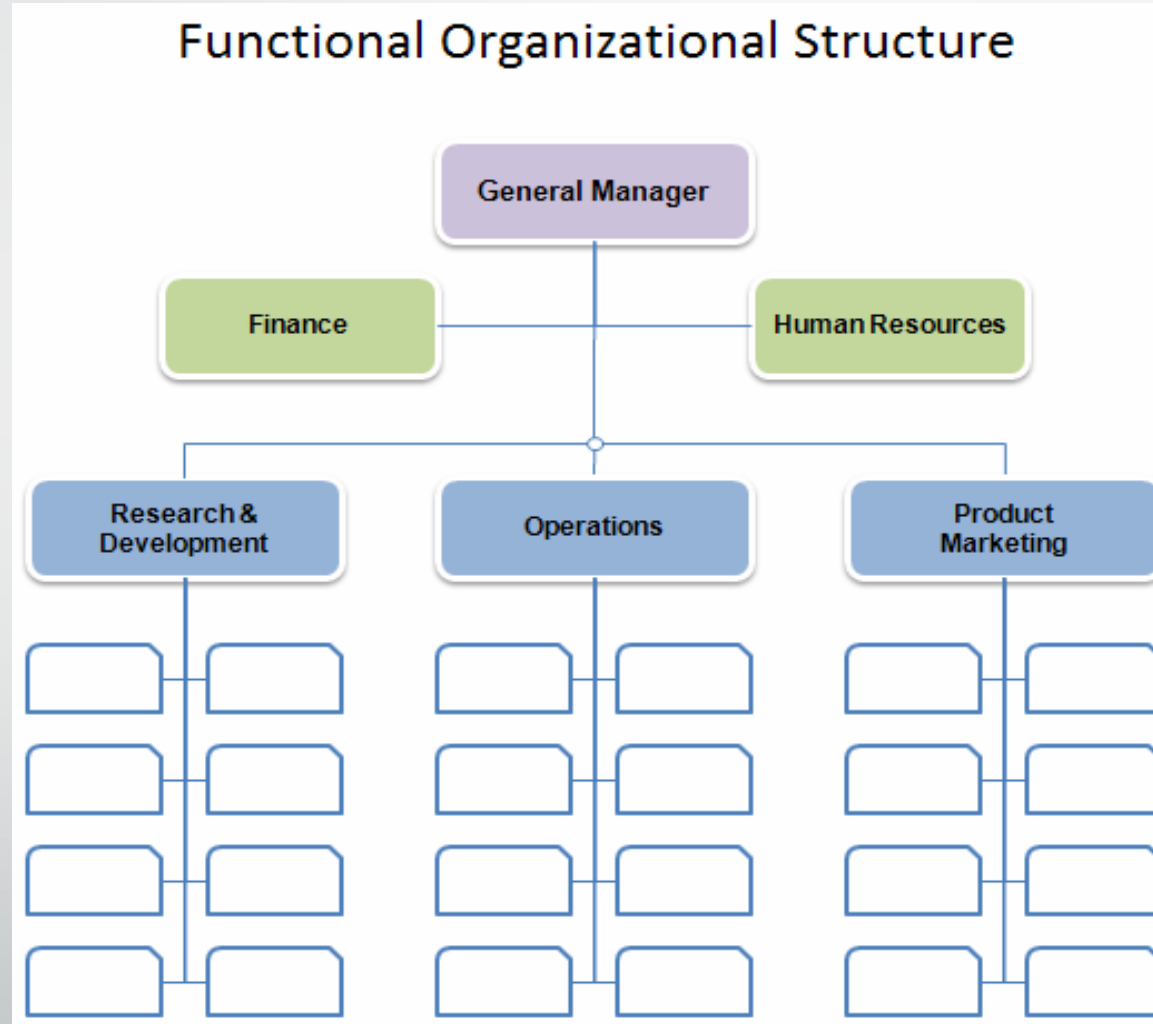
Have we lost our value?

What do you think makes us unique?

The Challenge



The Challenge



The Challenge

Lack of Reporting Lines



The Solution

- External to the CSCCa
- Internal to the CSCCa



The Solution

External to the CSCCa

- Athletic Administration
- NCAA



The Solution: External

Athletic Administration

- Hiring only SCCC coaches with full support of administration
- Reporting lines directly to AD's, not sport coach or ATC
- Be intentional in our influence on administration
- Advocate at conference level for standards of strength and conditioning



The Solution: External

Athletic Administration

- Attend/present at athletic director conferences
- If no direct report line to AD, create accountability in reporting line
- Understand the target audience for change is administration
- Have we arrived at a point for the need to hire a marketing/PR firm



The Solution: External

NCAA

- Ask what their requirements are for a strength and conditioning coach
- Increase public pressure for lacking to protect the health and safety of student athletes
- Address the nepotism culture in football



The Solution

Internal to the CSCCa

- Organization
- Practicum
- MSCC
- SCCC
- Continuing Education
- NSCA



The Solution: Internal

Organization

- Leadership
- Disciplinary Policy
- External Marketing
- Internal Marketing



The Solution: Internal

Practicum

- Increase practical experience requirements
- Develop mentorship curriculum to unify practical side of certification



The Solution: Internal

MSCC

- Create additional qualifications for becoming MSCC
- Review eligibility to become MSCC



The Solution: Internal

SCCC

- Mandatory 4 yr. bachelor in Exercise Physiology or related
- Core block of required curriculum
- Educate and advocate for certification to administrators



The Solution: Internal

Continuing Education

- Improve on CEU opportunities
- Increase CEU requirements to include more health and safety



The Solution: Internal

NSCA

- Collaboration
- Concede to CSCCa as only coaching certified agency



Why does it matter?

With no certification standard in place by the NCAA, athletic departments are not always hiring strength and conditioning coaches with the proper foundations to practice safe methods and standards.



Thank You

